



## MEDIA ADVISORY



*United States Embassy - Nairobi, Kenya*  
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**iHub and m:lab East Africa Host NASA International Space Apps Challenge**  
**April 21, 2013, 3:30 p.m.**  
**iHub, Bishop Magua Center, Nairobi**

April 18, 2013

**When:** Sunday, April 21, 2013, 3:30 p.m. Awards Ceremony

**Where:** iHub, 4<sup>th</sup> Floor Bishop Magua Center on George Padimore Road, Nairobi

**Media are invited to cover the awards ceremony and should be in place by 3:00 p.m. at iHub.**

**Background** – The International Space Apps Challenge – a global effort led by the U.S. National Aeronautics and Space Administration (NASA) – is a two-day technology development event that brings together techies across the world to address current challenges relevant to both space exploration and social need. The International Space Apps Challenge takes place on all seven continents and in space April 20-21, 2013. NASA believes mass collaboration is critical to creating and discovering state-of-the-art technology. A U.S. Embassy official will judge the Challenge alongside other tech experts.

For the second year, iHub will host Nairobi's hackathon-style event alongside m:lab East Africa. The 2013 challenge will focus on improving life on Earth and life in space in the areas of open source software, open hardware, data visualization, and citizen science. Participation is open to individuals with a broad range of skills, including engineers, technologists, scientists, designers, artists, educators, students, and entrepreneurs.

Last year's inaugural NASA International Space Apps Challenge brought together programmers, hackers, and tech enthusiasts from diverse backgrounds. In addition to winning the "People's Choice category" on the international NASA Challenge platform, one of the participating teams, Bit Harvester, went on to be incorporated by Access:energy for the maintenance of wind powered electricity in rural Kenyan communities through electronic data mining.

**For more information please contact Juliette Wanyiri at iHub, [Juliette@ihub.co.ke](mailto:Juliette@ihub.co.ke), 0732-314-157.**



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